

## PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL

## **PHILIP MORRIS INTERNATIONAL INC. (PMI) PRESENTS AT THE CONSUMER ANALYST GROUP OF EUROPE (CAGE) CONFERENCE**

NEW YORK, March 19, 2012 -- Philip Morris International Inc.'s (NYSE / Paris Euronext: PM) Chief Financial Officer, Hermann Waldemer, addresses investors today at the CAGE Conference in London, U.K.

The presentation and Q&A session are being webcast live, in a listen-only mode, beginning at approximately 10:15 a.m. local time (6:15 a.m. ET), at [www.pmi.com](http://www.pmi.com). An archived copy of the webcast, together with presentation slides, will be available on the same site.

The presentation and related discussion contain statements that, to the extent they do not relate strictly to historical or current facts, constitute "forward-looking statements" within the meaning of the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are based on current plans, estimates and expectations, and are not guarantees of future performance. They are based on management's expectations that involve a number of business risks and uncertainties, any of which could cause actual results to differ materially from those expressed in or implied by the forward-looking statements.

The risks and uncertainties relating to the forward-looking statements in the presentation and related discussion include those described under Item 1A. "Risk Factors" in PMI's Form 10-K for the year ended December 31, 2011, filed with the Securities and Exchange Commission. PMI does not undertake to publicly update or revise any forward-looking statements, except in the normal course of its public disclosure obligations.

Philip Morris International Inc.

Philip Morris International Inc. (PMI) is the leading international tobacco company, with seven of the world's top 15 international brands, including *Marlboro*, the number one cigarette brand worldwide. PMI's products are sold in approximately 180 countries. In 2011, the company held an estimated 16.0% share of the total international cigarette market outside of the U.S., or 28.1% excluding the People's Republic of China and the U.S. For more information, see [www.pmi.com](http://www.pmi.com).